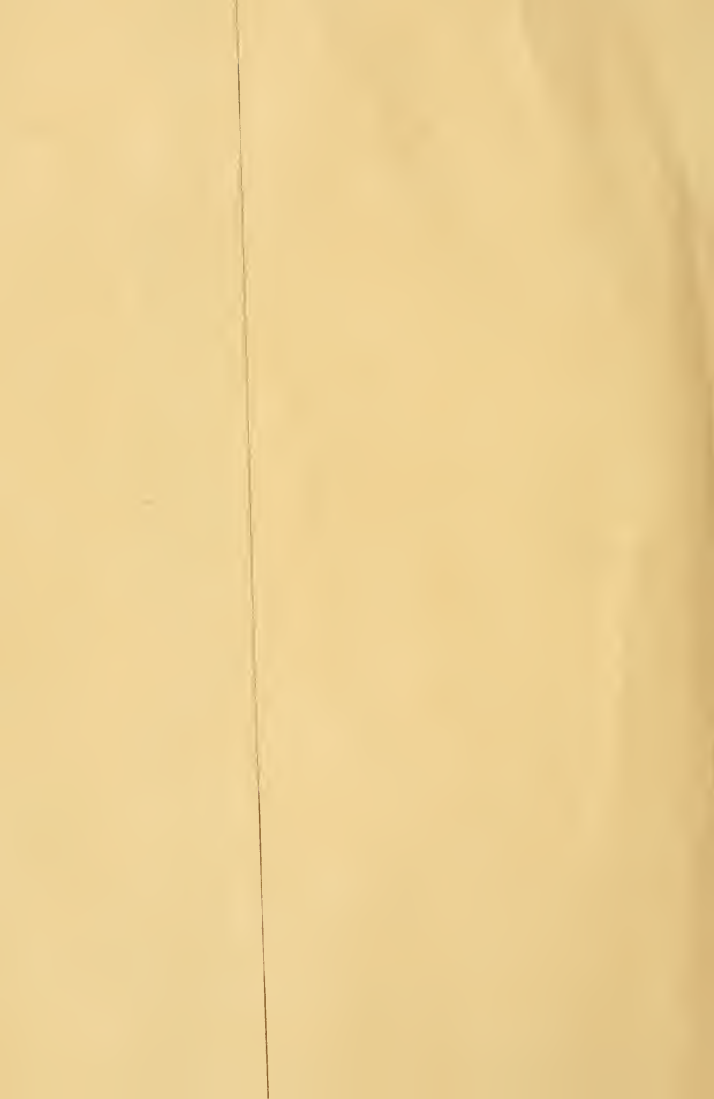


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Copy 1

The Story of
Mayor Behrman's
National
Campaign
to Advertise
NEW
ORLEANS
and its
advantages
to the entire
UNITED STATES




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THE PURPOSE of this booklet is to give you, briefly, an outline of a project that should enlist the enthusiastic interest and support of every man and woman who has an interest in New Orleans and the South. I am depending upon you to give it your earnest consideration, and then to act promptly in co-operating with me.

¶ We are today confronted by a great opportunity and an imperative duty. The opportunity is to capitalize our enormous natural resources and our industrial and commercial development. The duty is for us, as Southerners and patriotic Americans, to apprise the Nation of the unparalleled advantages offered by New Orleans and the South to both Capital and Labor, now and after the war. The means by which we can best grasp this opportunity and perform this duty is to *advertise*. That is why I am now undertaking a nation-wide campaign of publicity and education; to tell the people of the North, East and West what our section of the country has to offer them.

¶ It is in this enterprise I am asking your support and co-operation.



ADVERTISING

Our Section Grossly Misunderstood

NO SECTION of the United States is so little known and so grossly misunderstood in a commercial and industrial way as New Orleans and the South. Those of us here who have not had occasion to visit the North, East and West have no comprehension of the distorted, grotesque and—for us—harmful ideas the people of those sections have concerning this region.

¶ Left prostrate and exhausted by the Civil War, the South was pronounced “dead” in a commercial way, and the country at large, entertaining that impression to this day, has no notion of the amazing progress made in recent years by New Orleans and the Gulf Coast States.

¶ As a matter of plain fact, there is no section of the United States more prosperous than the South today, and none other can compare with New Orleans and the Gulf Coast region in the opportunities offered the mechanic, the manufacturer, the merchant and the farmer. Not only are the mechanics, the manufacturers, the merchants and the farmers of other sections of the country

NEW ORLEANS

unaware of this, but many of our own people now fail to appreciate our potential richness.

¶ Several months ago the project of nationally advertising New Orleans and the South was broached, and was enthusiastically endorsed by a large number of our representative business men. At that time, however, it was decided—contrary to the judgment of some of us—to postpone the undertaking for the time being. The suggestion then advanced was that it would be unwise to undertake an enterprise of this character when every community and all individuals were supposed to be concentrating all their thought and energy on the business of winning the war.

¶ How mistaken that view was has since been repeatedly emphasized by Government pronouncement. Chairman Hurley of the Emergency Shipping Board has stated that lack of factory sites and housing facilities for workmen was seriously hampering the speeding up of war work in the congested manufacturing centers of the North and East; the United States War Industries Board has asserted that no further attempt would be made to establish additional industries in

ADVERTISING

those areas because of traffic congestion, and finally, a problem that is giving our National Congress the greatest concern is how this country will be able to assimilate the millions of men returning to civil life at the end of the war.

Opportunity in the South

NEW ORLEANS and the South possess the solution to all these difficulties—illimitable opportunity for industrial expansion and development and the ability to absorb a mighty army of men in commercial and agricultural pursuits. The productive capacity of industrial plants is of vital importance now and will continue to be in taking care of the world trade after the war. The climate of the South is such that the productive capacity of industrial plants here is generally far greater than that in the North, for the reason that we have no long, bitter winters to hamper operations and impede, if not completely block, transportation. For the tens of thousands of men who, having become accustomed to life in the open while in military service never will wish to return to indoor occupations, the North and East have nothing to offer except worn out, exhausted

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farms or farm land so high in price as to be utterly beyond the reach of the average man; and if peace should come in late winter or spring, there would be no possibility of these men reaching northern farm lands in time to put in a crop that season—it would mean a year's wait in idleness. The South has millions of acres of virgin farm lands, so low in price as to be in reach of everyone, and in a climate where the ground can be cultivated and crops grown at any season of the year.

Advertising a Patriotic Duty

SO FAR from being an evidence of selfish or self-serving motives for us to advertise the advantages of New Orleans and the South at this time, it is our patriotic duty to apprise the Nation of the opportunities and advantages here. The fact that such educational publicity will be of enormous and permanent advantage to the South and her people is incidental and inconsequential as compared with the national service it would render. The Nation has a right to, and an emphatic need for, the undeveloped resources of the South, and we would fail in our duty as patriotic Americans if we should withhold

ADVERTISING

knowledge of these resources from those who could and would take advantage of them.

¶ The end of the world war, however soon it may come, will find all of the allied countries, with the possible exception of the United States, woefully short of man power. The consequence will be that every inducement will be offered our soldiers to settle permanently in those countries. Canada is already conducting a gigantic and persistent promotion campaign in periodicals through this country, seeking to induce our young men to settle there and in a measure replace Canadian losses on the battlefields of Europe. If we are to minimize our loss of citizens through such cause, we must offer them something worth while in our own country—and we have it here in the South.

A Novel and Forceful Campaign

¶ MUCH HARD work and earnest thought have been expended upon planning and perfecting the advertising campaign now ready for launching.

¶ The technical work has been done by experts

NEW ORLEANS

in the art of scientific advertising, with such assistance as could be given by those of us who, lacking technical knowledge, made up for that lack in our whole-hearted determination to benefit our city, the South, and the Nation as a whole. It is no very new thing for cities to conduct advertising campaigns, as several have done so to their very great advantage, but I can confidently assert that the campaign we have perfected will surpass anything of the kind ever before attempted. The series of advertisements are so novel, so forceful and so attractive that they are bound to interest and impress, and when given to the public unquestionably will make New Orleans and the South the most talked of section of America. I am convinced that the expense of this nationwide campaign would be more than justified if this publicity had no other effect than to awaken the people of the South themselves to the advantages of their situation and stimulate an increased pride in the South's resources and their development.

Martin Belman

Mayor of New Orleans.

ADVERTISING

THE CAMPAIGN has been designed to appear in the leading weekly and monthly publications of the United States. It has been planned and will be executed on a broad, comprehensive and spectacular scale such as will compel the interested attention of the reading public.

¶ The purpose has been to make this campaign unique in community promotion to such a degree that the entire country shall receive a vivid and lasting impression of the new industrial South and of the tremendous commercial growth of New Orleans.

Form of the Advertisements

THE ADVERTISEMENTS will appear in the form of "double page spreads" or two pages facing, and will be a series of five advertisements. The purpose in making these advertisements of two pages is, primarily, that in an intensive campaign such as this must of necessity be, and where the expense must be kept within comparatively modest bounds, it is essential that each advertisement be given such prominence

NEW ORLEANS

and emphasis that it will dominate other displays of one page or less.

¶ In other words this campaign will be most effective if given to the public in a brief and rapid series of smashing blows that cannot be ignored or overlooked.

¶ On the following pages are reproduced (in miniature) the rough sketches conveying the main ideas behind each of these five advertisements.

¶ The art designs will be of the finest workmanship obtainable. The engravings must be made with the greatest possible care requiring the most careful hand tooling.

Signed by the Mayor

THE COPY for these advertisements will be written in the first person and signed by Martin Behrman, Mayor of New Orleans.

¶ This is done because it is not only unique and forceful in view of Mayor Behrman's long term of office but because he is the natural person to talk to the country as the representative of the people in the largest city of the South—

ADVERTISING

¶ And another reason is that any advertisement written in the first person gets much closer to the reader than one signed by an association, a club, or a group of men.

¶ The follow up on the advertising will be a sixty-four-page book (which is explained elsewhere in this story). Every double-page advertisement carries a cut of this book and the reader is requested to send for it.

¶ All "inquiries" relative to this campaign and asking further information from this advertising will be addressed, of course, to Mr. Behrman, who will turn them over to the Association of Commerce to provide proper information and follow requests of the "inquiries".

The City Upon the Hill of Publicity

THE CITY that is set upon a hill cannot be hid," either from itself or from the world. And in this wonder-working century, when the air tingles with wireless messages, and there are no boundaries to the far-flying magazine and newspaper, no hill is so high as the hill of publicity. To the city that climbs that hill there stretches away from it opportunity that reaches to the farthest horizons and back again. It means not only new factories but clean streets, fresh capital from without, and better conditions within. A city that comes within the mighty sweep and power of publicity is binding its future to the best accomplishment of its whole citizenship.

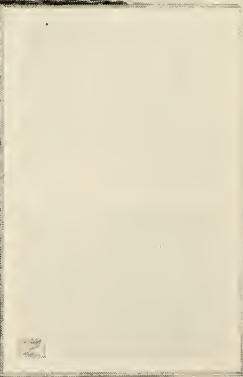
—Herbert S. Houston in address before the Greater Des Moines Committee.

Build Your City Well — Then Sell It

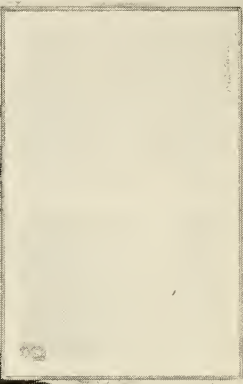
THE SAFEST way of all is to make the city or town *worth* something, useful to some line or lines of business, and then give it a good name by intelligent advertising. A community can be trademarked just like a manufactured product. Trademarked goods create markets for themselves —markets that stay created and increase from year to year. With them the mere name, often, is more valuable than the manufacturing plants themselves. Of the well advertised, trademarked name it can truthfully be said that it is greatly to be desired because it means real riches. And it should be said so of a good town or city. Its name and its good qualities should be so well known as to stamp it indelibly upon the minds of business men everywhere. It should be advertised, then, to create these two things: *A good opinion* in the minds of business people, and a *preference* for that particular place over and above the opinions for other places.

—From “*Selling a City*”
Doubleday, Page & Co.

AMERICAS WAR



WORK SHOP



SUBJECT MATTER

Advertisement No. 1

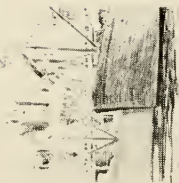
THE MINIATURE on the opposite page is a reproduction of a rough sketch suggesting the title and lay-out for the first of the five display advertisements to be used. The purpose is to emphasize the fact that New Orleans and the Gulf Coast today are, literally and to an important degree, "America's War Work Shop". The subject matter will enumerate the great industries that are contributing so largely to war-time production; will tell of the phenomenal impetus in manufacturing and merchandising, made possible by superior transportation facilities, accessibility to the sea, the development of immense natural resources, the availability of raw materials, ideal climatic conditions, and central location in relation to trade with foreign countries. Also there will be listed the opportunities and advantages for new industries, the freedom from industrial congestion that is embarrassing eastern manufacturing centers, housing facilities, and the prospect for tremendous growth with this country's competition for world-trade after the war.

¶ Each of these advertisements will carry a miniature reproduction of the New Orleans Book, with a coupon to be filled out by inquirers desiring further information. Each of the advertisements will be a direct personal appeal, and will bear the signature of Martin Behrman, Mayor of New Orleans.

¶ It will be stated in the "copy" that this advertisement is the first of a series of five.

NEW ORLEANS

-WORLD MART



SUBJECT MATTER

Advertisement No. 2

THE MINIATURE preliminary sketch on the page opposite shows advertisement No. 2, the subject of which is "New Orleans—World Mart". The text matter of this will not only lay stress upon the enormous amount of domestic and foreign trade now handled through this city, but will dilate upon the certainty of a tremendous expansion and growth of this trade after the war. There will be pointed out the ever increasing development of Central and South American trade, the happy situation of New Orleans as the port of entry and departure for domestic trade with the west coast of this country via the Panama Canal, and the promise of the future in export trade with European, Asiatic and African ports. Facts and figures will be given showing the import business already normally done here in coffee, sugar, tropical fruits, South American cattle, oil, etc., and of export shipments of American merchandise. Attention will be called to the greatly increased possibilities for foreign trade through New Orleans when this is a free port, the varied inland transportation facilities, docks, ship repair and ship building plants, warehousing facilities, harbor, river and lake fronts. Finally there will be mention of home products and natural resources, including cotton, sugar, rice, naval stores, tobacco, lumber, salt, sulphur, cotton seed products, meat packing, natural gas, etc., a list that can be duplicated by no other American city, inland or on the coast.

¶ Text regarding the follow-up book will also be used.

THOMAS JEFFERSON

WAS RIGHT!



SUBJECT MATTER

Advertisement No. 3

THE PURPOSE of Advertisement No. 3, suggested by the miniature rough sketch on the opposite page, is to prove that "Thomas Jefferson Was Right" when he prophesied that New Orleans was destined to become America's greatest city. It will show that in spite of the fact that this city and the South were left prostrate at the end of the Civil War and have always lain outside the accepted trend of the "course of Empire" in this country (from east to west) New Orleans not only has completely triumphed over great natural handicaps, but has more than held her own with other representative cities in the last twenty years in commercial and industrial growth and in civic enterprise. With agricultural development in the South still in its infancy, with enormous natural resources still practically untouched, with the world at large virtually unacquainted with the opportunities here for the successful pursuit of every industrial and commercial activity, New Orleans has yet grown and thrived and expanded and prospered until she is today a gigantic hive of manufacture and merchandising—and forging irresistibly ahead.

¶ And while these things are true and New Orleans today is a wonder city in regard to the things she has accomplished, she is only at the outset of her career—the beginning of her greatness—so far as her future promises. Past performance considered, and with vision for the future, there is every reason for every Southerner to say with confidence and pride: "Thomas Jefferson Was Right"!



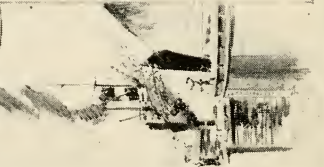
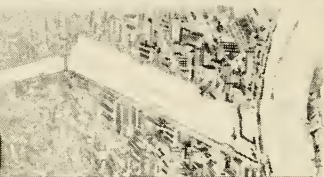
NEW ORLEANS

NEW ORLEANS, LA.
JAN. 1, 1911



INDUSTRIAL CANAL

INDUSTRIAL CANAL
JAN. 1, 1911



SUBJECT MATTER

Advertisement No. 4

THE MINIATURE sketch on the opposite page suggests the fourth in the series of advertisements—"New Orleans' Industrial Canal". The text in this advertisement will forcefully detail the importance of this gigantic undertaking, its place among the great improvement enterprises of the South, and what it means to the country at large in the opportunities it offers in manufacturing facilities and industrial expansion. In opening up an extensive area of factory sites of absolutely unique desirability, there is nothing to approach it in any other American city, situated, as it is, in the very heart of a great and growing city, paralleled by a complete and comprehensive belt line railway service, providing deep water dockage at the factory door, with direct outlet for the deepest draught vessels to the sea and for every type of craft to the principal inland waterways of this country—these are features that must deeply impress industrial leaders everywhere and that will compel the serious consideration of every prospective manufacturer, exporter and importer now and after the war. In connection with the advantages mentioned in the foregoing, this advertisement also will lay stress upon the climatic conditions, which permit maximum production the year 'round; the proximity of extensive natural gas fields, and of many raw materials of greatest importance in various manufactures, including lumber, cotton, sugar, sulphur, salt, turpentine, rosin, iron ore, etc.

¶ Text regarding follow-up booklet.

-and when it's over



we want you



SUBJECT MATTER

Advertisement No. 5

THE FIFTH and last of the series suggested by the rough sketch reproduced on the opposite page, deals with a subject that today is causing the National Government great concern—that of providing employment and opportunity for a vast number of the millions of young Americans who will return to civil life from military service at the close of the war. A large percentage of these men, grown accustomed to physical activity in the open during their service in the army or navy, never again will return to sedentary occupations. This army of young men, the best blood of the nation, must be assimilated by this country or by other countries. The purpose of this advertisement is to say in effect to these soldiers and sailors, "Go South (not West), young man, and grow up with the country." Here in greater number than in any other section of the United States are opportunities for the man making a new start in life, the man with limited means. Here are the only extensive areas of low priced, fertile farm lands undeveloped in America. Here are railroads and community centers—no pioneering hardships in a raw country remote from the advantages of civilization—and here is a mild healthful climate inviting outdoor activity all the year 'round. Here are industries already in full operation, with others to come, offering well paid employment every working day in the year, with living costs much less than in localities where long and bitter winters necessitate heavy expenditures for fuel and heavy clothing.

¶ Here, in short, is the ambitious man's land of promise, now and after the war.

THE FOLLOW UP

“The Book of New Orleans and the Industrial South”

THIS IS designed to be an elaborate and beautiful publication, convincingly descriptive of the commercial and industrial resources of New Orleans and the South.

¶ The material for it will be gathered by a force of skilled writers, artists and photographers, and it will be painstakingly edited and artistically printed.

¶ When completed it will constitute a comprehensive, complete and reliable handbook for every person seeking up-to-date information concerning business opportunities in the South, health conditions, climate, and the desirability of this region as a place of residence.

¶ The book will be sixty-four pages and cover, two colors inside — cover two colors and gold embossed.

¶ It is a stiff covered, sewed book that will command instant respect and will be retained permanently.

THE FOLLOW UP

¶ There will be no advertisements or paid write-ups of any character in this work.

¶ Rather—every industry that subscribes to the general advertising fund will be treated carefully and comprehensively including drawings from photographs of the most important features of that particular industry, institution or enterprise.



Actual size: about $7\frac{1}{4} \times 11\frac{1}{2}$ inches

LIBRARY OF CONGRESS



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